



Roger C. Farmer
Regional Sales Manager
150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
Phone: (716) 634-3143
Fax: (716) 634-3145

August 21, 1996

To:	Keith Myers	Cheryl Alessandra
	Robert Ridge	Steve Sheft
	Steve Callaghan	Scott Close
	Rick Westenberger	Robert Steele

RE: Gold Coast

With shipments (not receipts) effective September 2, 1996, the off invoice allowance of Gold Coast will be increased to \$5.52. At the same time, we will stop discounting Gold Coast the extra \$1.00 at retail.

This adjustment will place us equal to Prime and Private Stock and we will not discount Gold Coast at retail unless it is needed to compete with Prime and Private Stock. Region authorization will be needed for this competitive program.

It is critical that this information be communicated to both wholesale and retail as soon as possible.

Sincerely,

Roger

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